

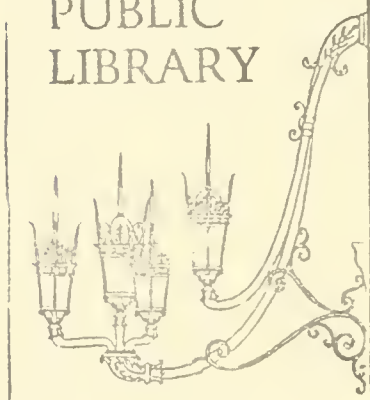
GOVDOC

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142

BOSTON
PUBLIC
LIBRARY



GOVDOC

BRA

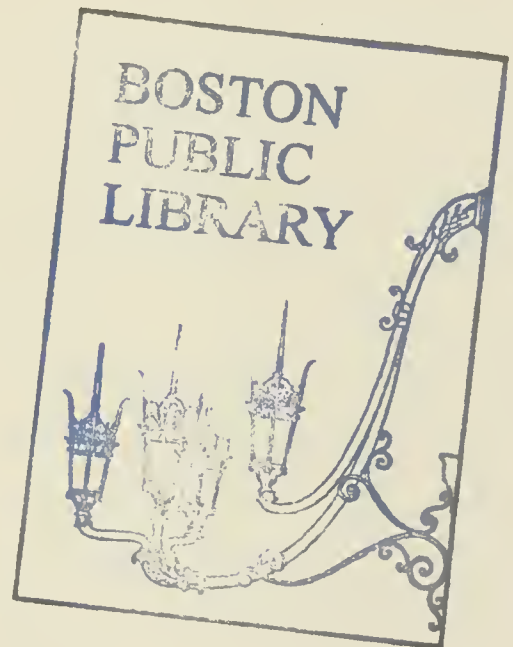
894

122 ✓

Harborwalk Sign System

Response to RFQ:

Graphic Design Services

**Submitted to:**

Emel Hadzipasic, Senior Planner
Harbor Planning and Development
Boston Redevelopment Authority
One First Avenue (Building 34)
Charlestown Navy Yard
Boston Massachusetts 02129
617. 242. 2822

Submitted by:

Two Twelve Associates, Inc.
596 Broadway, Suite 1212
New York, New York 10012
212. 925. 6885 FAX 925.6988

Contact:

Juanita Dugdale

596 Broadway, Suite 1212
New York, New York 10012-3234
212 925 6885

212

Ms. Emel Hadzipasic
Senior Planner,
Harbor Planning and Development Office
Boston Redevelopment Authority
One First Avenue (Building 34)
Charlestown Navy Yard
Boston, Massachusetts 02129

January 4, 1988

Dear Ms. Hadzipasic:

Two Twelve Associates, Inc. appreciates this opportunity to respond to the Boston Redevelopment Authority's Request for Qualifications for the Harborwalk Signage System project.

In order to give you as thorough a response as possible, we are submitting a written proposal which contains the 254 and 255 forms as an appendix in the back. We have also attempted to give a few samples of our work as multiples bound into the proposal, but the best representation of our designs is in the master folder also included in this package.

Two Twelve is well suited to design either the brochure or signage system because we have expertise in these two areas as well as considerable experience with public sector organizations. Among our clients are the South Street Seaport Museum, Battery Park, the NYC Department of Parks and Recreation and The Port Authority of NY/NJ. We have also designed similar visitors guides such as *New York City Harbor Park* and *South Street Seaport*, and provided environmental design for the huge downtown celebration, *Harbor Festival '86*.

Our credentials will encourage the committee to consider a group based outside the Boston area. As part of our team we will include Michael Folsom, a Boston-based author, who has experience in writing and researching the development of the city's cultural, social and industrial development.

We look forward to the possibility of being invited back to submit a proposal later this year and to talking with you again.

Sincerely,



Juanita Dugdale
Principal and
Vice President of Marketing

.....

Contents

Introduction	What <i>Public Information Design</i> Means	3
	Our Approach to the Harborwalk Sign System	4
<hr/>		
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	Client List	14
<hr/>		
Technical Appendices	Affirmative Action Statement	16
	References	17
	Standard Forms 254 and 255	18
<hr/>		
Design Samples	See also separate folder	

Introduction

Introduction

The Boston Redevelopment Authority's plan to improve and activate the Boston waterfront by creating Harborwalk is a laudable effort that will serve both visitors as well as the city's diverse communities. This undertaking is extremely ambitious in scope and represents the interest now awakening on a national level towards the revitalization of aging urban harbor facilities. Harborwalk also addresses the concern for reintroducing public access to shorelines cut off through decades of gradual development.

As we see it, the Authority has several reasons for hiring a graphic design team: to make the public excited about Harborwalk, to help the public find it, to enhance the waterfront experience once there, "creating a sense of place", and to educate the public further about Boston history.

Two Twelve Associates, Inc. supports the public mission of Harborwalk. We believe our company is uniquely qualified to work on either the Harborwalk brochure or sign system because of our experience with similar harbor-related projects, and because we understand the issues of public communication. We hope the information that follows proves this point.

What *public information design* means

Two Twelve is a graphic design company now entering its ninth year of specializing in the planning and presentation of information to large public audiences. We call this special communications discipline: *public information design*. Our goal is to find creative ways to bring organizations into direct contact with a wide cross-section of the public. To this end, Two Twelve works in a variety of communications media including printed publications, environmental graphics and electronic information systems.

Our experience with public information design has helped us to define projects by categories which often overlap. Whether we design a publication, exhibition, sign system or computer information service, we try to address one or more of these intentions:

Promotional *Selling and announcing by advertising*

Informational *Dispensing and shaping data*

Educational *Instructing and teaching by providing facts*

Once the purpose of a project is clearly defined, we are better able to help our clients reach the public in the most effective ways possible, by creating appropriate and compelling designs to support their message.

Our approach to the Harborwalk Signage System

Considering the scope of the Harborwalk signage system project as described in the briefing and RFQ, it is difficult to make very specific recommendations about the design of the system without more comprehensive discussions. Of course, stylistically, we would examine the environment in which the signs will be placed and create designs which suggest the mood of the waterfront and evoke its history. We will also apply our experience from designing other sign systems and pay particular attention to typical issues which arise:

Determine the smallest number of sign types possible in order to streamline the system and keep costs down. Differentiate the major purposes of directing, identifying, and teaching. Use maps effectively and reuse the same artwork whenever possible.

Address the issue of vandalism and materials choice very thoroughly: creative selection of materials and mounting materials can add years to the life of a system and make extraordinary visual statements.

Site the signs sensitively: keep quantity of signs to a minimum and consider their location carefully in order to take maximum advantage of their use.

Make sure that all signs developed for Harborwalk work harmoniously with existing signage and comply with municipal regulations.

Gain approval and support from all groups early in the process!

Preliminary Schedule

Briefings, site tours, research	2 weeks
Planning, conceptual development of the system including sign list and location plans	4 weeks
Preparation of schematic designs for all elements of sign system	4 weeks
Approvals	2 weeks
Development of detailed designs for all signs including presentation boards	4 weeks
Approvals	2 weeks
Preparation of construction documents for all signs including specifications, siting and installation information	6 weeks
Final Approvals	4 weeks
	<hr/> 28 weeks

A Recommendation

It is also our belief that the Authority will benefit in several ways by hiring the same group to design both the brochure and the sign system.

First of all, the brochure will be the first opportunity to create an identity for Harborwalk and also a lasting first impression. It seems logical that this identity should be consistently and harmoniously presented or the concept of Harborwalk will be weakened and less memorable. We suggest that the Authority seriously consider having the logotype designed as early as possible, ie during the brochure project, in order for it to be applied to all graphic communications about Harborwalk, whether on publications, signs, or interpretive labels.

Secondly, by hiring only one communications team, the Authority will avoid redundancies (which cost time) in briefing and educating the group about Harborwalk's history, background and physical scope . It makes sense that any knowledge gained during the development of the brochure can also be applied towards the sign system. Not to mention that creative work such as diagrams, maps, photos, illustrations or copy created for the brochure could be purchased economically for use on the environmental graphics if reproduction rights are negotiated through only one source.

Two Twelve Associates Qualifications

History

Two Twelve Associates, Inc. was founded in 1980 by the three principals, in New Haven Connecticut, shortly after graduation from Yale University's graduate program in graphic design. Prior to attending the program, the principals had worked as staff graphic designers in Boston, New York, Canada, and Washington DC. With a large volume of work in New York City, the firm moved there in 1983 and settled into our present offices at 596 Broadway in Manhattan's Soho district.

Originally working exclusively on publication design for corporations and institutions, our services have expanded to include environmental graphics and a specialization in the design of electronic information systems. Our mission is to find opportunities in the area of public information design as previously described, and to serve clients whenever possible as a single source for a variety of design needs.

Structure

Two Twelve normally functions as a design consultant and project manager for design clients, but will occasionally serve as a single-source contractor. We are able to provide writing services, photography and illustration through a wealth of outside services, depending on specific project requirements. Our staff is composed of:

3 principals=	project management and art direction
3-5 designers=	design and production supervision
1-2 junior designers=	production assistance and limited illustration
2 administrative=	office management , secretarial, typesetting
1 part-time=	bookkeeping

Computerization

All Two Twelve staff members are expected to be proficient on MacIntosh computers. A great deal of our work is now produced exclusively through desktop publishing methods. We use computers for: creating publication designs, publishing reports and proposals, developing sign systems, designing computer graphics, creating databases, and for routine office purposes. We are now linked directly by modem to several typesetting services and writers as well as to certain clients. Our commitment to staying current with software development has enabled us to streamline production of our projects.

Outside Services

Because of our "desktop capabilities", we can handle simple typesetting as an in-house service. We purchase outside services depending on the complexity and quality of typesetting required. Two Twelve also has extensive printing sources and on many occasions supervises competitive bidding. We normally select photographers, illustrators and writers according to the needs of specific clients and projects.

Environmental Graphics

The following represents the range of environmental graphic design projects handled by Two Twelve and demonstrates our ability to handle complex projects for public sector clients. *Examples relating to waterfront projects are highlighted (✧).*



Harbor Festival '86

Event planning and environmental graphic design for the public land celebration in New York City during the Statue of Liberty Centennial, covering a fifty-block area in downtown Manhattan.
Client: Harbor Festival Foundation. *Sponsor:* New York Newsday

Central Park Zoo

Planning, design and production supervision of directional signs and all interpretive exhibit graphics for Central Park's renovated zoo.
Architects: Kevin Roche, John Dinkeloo & Associates
Client: New York Zoological Society

Ohio University

Planning and design of a comprehensive campus-wide sign system.
Client: Ohio University

Rockefeller Center

Design of directory system to orient public through multi-level building complex including office, entertainment, retail and transportation functions. Requires map and directory design for signs. (In progress)
Client: Rockefeller Center Management Corporation



Battery Park

Preparation of comprehensive signage program and public information plan for this waterfront recreation facility as part of overall park redesign. (In progress)
Planner: Battery Park City Authority
Client: The Ehrenkrantz and Eckstut Group



South Street Seaport Museum

Planning and design of signage system for visitor orientation to museum facilities within this multi-use historic complex.
Client: South Street Seaport Museum

The following examples do not come under the category of environmental design but are useful to mention in the Harborwalk Signage System proposal since they demonstrate other work we have completed for public sector clients and waterfront projects. *Examples specifically relating to waterfront projects are highlighted (✧).*

Publications

The Asia Society

Full publication program design including events brochures, newsletters, and annual reports.

Italian Trade Commission

Poster/newsletter series which promotes the use of Italian marble in the United States.

New York City Department of Parks and Recreation

- ✧ *The Country in the City*, visitors guide in the form of a foldout brochure featuring an ecosystem diagram in sketch style and technical maps showing natural resource parkland in the five boroughs.

Kissena Park, a visitors guide to this park in Queens with color illustrations, a reference map, and transportation instructions.

- ✧ *Coney Island*, a management study and planning report with diagrams, maps and architectural drawings.

✧ **New York City Harbor Park**

Poster/brochure for a consortium of six waterfront parks presenting information on themes relating to immigration in the NYC area. Includes maps, illustrations, transit information, and educational text.
Client: The Parks Council

The New York State Council on the Arts

Full publication program including identity development, annual reports, newsletters and catalogues.

Sarah Lawrence College

Full promotional publication system for college recruitment campaign including: a campus map guide, posters, search brochures, viewbook.

✧ **South Street Seaport Museum**

Visitors guide design featuring map with detailed architectural drawings of historic buildings and waterside attractions. (In progress).

We have included the projects listed below since the Boston Redevelopment authority may decide to research the use of electronic information systems at a later time for the Harborwalk project. Interactive information systems are becoming increasingly more common for visitor orientation and educational purposes.

Electronic Information Systems

InfoAir Travellers Information Systems

The public access computer system at LaGuardia Airport. This project resulted in database preparation and screen design of a 600-page bilingual traveller's information service which is accessed from computer terminals by the general travelling public.

Client: Port Authority of New York and New Jersey

LAX Information System

Database production planning and participation in the preparation of a feasibility study for a proposed online traveller's information system at the Los Angeles International Airport.

Client: Greater Los Angeles Visitors and Convention Bureau

Miscellaneous

Symbol Signs

Juanita Dugdale managed the coordination and design of a report published by the American Institute of Graphic Arts for the U. S. Department of Transportation which presented standard pictogram designs for use on signs in transportation-related facilities.

Massachusetts Transit Authority

Sylvia Woodard, during her employment at Skidmore Owings and Merrill in Boston, created sign and publication designs for the MTA.

Ontario Provincial Parks

David Gibson developed a series of visitors guides with maps for this branch of the Canadian parks system when he was on staff as a designer.

Biographies of Key Personnel

Principal and Project Manager

David Gibson supervises publication design as well as environmental graphics including exhibition, architectural signage and festival design. He has been graphic design project manager for Harbor Festival '86, the public land celebration of the Statue of Liberty Celebration. He was also responsible for the design and planning of environmental graphics for the new Central Park Zoo, under the supervision of Kevin Roche John Dinkeloo and Associates, Architects.

He began his career as project director for the Ontario Ministry of National Resources prior to working at Eskind Waddell, a design company in Toronto. Mr. Gibson studied architecture at Cornell University before attending Nova Scotia College of Art and Design. He received his MFA in graphic design from Yale University in 1980. He is a member of the Society of Environmental Graphic Designers and currently serves on the Metropolitan Transit Authority's Art Advisory Committee.

Principal

Juanita Dugdale manages design for publication programs, identity systems and information graphics at Two Twelve. She often works with major cultural institutions such as the Asia Society and the New York City Department of Parks and Recreation as well as supervising design projects for corporations.

Ms. Dugdale began her career at Unimark International in New York City, followed by positions at Siegel and Gale and Freeman Design Group. She has also worked at the Smithsonian Institution and the U.S. Department of Agriculture in Washington, D.C. She received her BFA degree with honors from Wesleyan University CT and her MFA in graphic design from Yale University. A member of the American Institute of Graphic Arts since 1978, she has served as vice president for the New York Chapter.

Principal

Sylvia Woodard has been responsible for developing the company's computer graphics capabilities in addition to her involvement with publication and exhibition design. Working with clients such as CIGNA Insurance, GTE Sylvania in Boston and the Port Authority of NY/NJ, she supervised the planning and design of specialized computer services used in major public facilities.

Before forming Two Twelve, she directed graphic design services at the Transportation Planning Office of Skidmore, Owings and Merrill in Boston from 1978-1980. She has also worked on signage systems and corporate publications for The Architects' Collaborative, Inc and WGBH-TV in Cambridge, Massachusetts. After completing an undergraduate program in graphic design at Virginia Commonwealth University, she received her Masters degree in graphic design from Yale University.

Senior Designer

Tracey Cameron, with Two Twelve for 3 years, is senior designer for environmental graphics in addition to her work in publication design. Ms. Cameron was staff designer for the Central Park Zoo interpretive graphics program and for Church Square, the Harlem Urban Development Corporation and Harbor Festival '86. She received her BFA in painting from Hartford Art School and an MFA in graphic design from Yale University. Ms. Cameron also illustrates and designs commercial children's books.

Graphic Designer

Jose Delano has been a graphic designer with Two Twelve for over two years, providing design support and production assistance for publication design and environmental graphics. Trained at Yale University in the graduate design program, Mr. Delano was a staff designer at Robert Gersin Associates before joining the company. He has worked on publication design for the South Street Seaport Museum and on sign systems for Ohio University as well Rockefeller Center. Also a highly skilled technical artist, he provides inhouse technical illustration, logotype drawing, mechanical production and working drawing expertise. He is a native of Chile and speaks both spanish and english fluently.

The following consultants and outside services are specialists we would recommend to be part of the Harborwalk Signage System project team.

Writing, Editorial Services and Research

Michael Folsom has been active in the public interpretation of industrial and community history in the Boston area over the past decade. He was Founding Director of the Charles River Museum of Industry in Waltham and served as its Director of Exhibits and Public Programs. He also directed "Waltham Rediscovered", a community history project conducted by Brandeis University.

In these roles and as the author of a number of popular books, Mr. Folsom is broadly familiar with the development of Boston's cultural, social, industrial and commercial life, and is practiced in writing on historical and technical subjects for the general public - both in print and for exhibit signage.

Photography

George Lumb is a professional photographer with 15 years of experience and president of **Maritime Photography**, a company based in Bristol, Rhode Island. He provides location, documentary and scenic photography of nautical subjects to major boat manufacturers, corporate sponsors and publications such as *Sail Magazine*. His work has taken him all along the eastern seaboard, the Caribbean, most New England ports. Mr. Lumb's ability to photograph waterfront areas and harbor activities, and his familiarity with the Boston area makes him a useful contributor to the Harborwalk Brochure assignment.

Client List

Alfred A. Knopf, Publishers
The Asia Society
Central Park Conservancy
Champion International Corporation
Chase Manhattan Bank, N.A.
Cho, Wilks & Benn, Architects
CIGNA Insurance
Citibank N.A.
Clarkson N. Potter, Publishers
Cooper Robertson and Partners
Cosentini Associates
Charles A. Dana Foundation
The Dia Foundation
EDAW
The Ehrenkrantz Group and Eckstut
Greenspan O'Neil Associates
GTE Sylvania, Boston
Harry Abrams, Publishers
Hoechst Celanese Corporation
David Paul Helpern, P.C.
IBM Corporation
Insurance Services Office
International Center of Photography
Italian Trade Commission
Jaguar Cars, Inc.
MasterCard International
Mitchell/Giurgola Architects
The Municipal Art Society of New York
The Museum of the City of New York
National Academy of Design
New York City Department of Parks and Recreation
The New York Foundation for the Arts
The New York State Council on the Arts
The New York Zoological Society
Ohio University
Sarah Lawrence College
South Street Seaport Museum
S.U.N.Y. Purchase
Kevin Roche John Dinkeloo and Associates
University of Pennsylvania
Videodial, Inc.
Weidlinger Associates
Yale University

Technical Appendices

Affirmative Action

Two Twelve Associates, Inc. has not formally complied with an affirmative action program for either the State of Massachusetts or New York. However, Two Twelve Associates, Inc. is registered as a WBE (woman's business enterprise) with New York State and is committed to hiring staff and working with consultants on an equal opportunity basis. The Two Twelve staff composition is indicated below.

Ownership: 33% minority, 66% female

Employees, including owners: 40% minority, 70% female

References

Item 2

We have supplied the following references in case the Boston Redevelopment Authority wishes to contact project managers or other professionals with whom we have worked.

Daniel Pisark
Director of Operations
South Street Seaport Museum
207 Front Street
New York New York 10038
(212. 669. 9400)

Wendy Feuer
Director, Art for Transit Program
Metropolitan Transit Authority
347 Madison Avenue
New York New York 10017
(212. 878. 7452)

Christopher Pullman
Design Manager
WGBH Studios
125 Western Avenue
Boston Massachusetts 02134
(617. 492. 2777)

Mr. Jim Murtagh
Curator of Animals
Central Park Zoo
830 Fifth Avenue
New York NY 10012
(212. 439. 6502)

On the following pages are copies of standard forms 254 and 255.

This information supplements the qualifications statements already provided on pages 6-12 of this proposal. If the Boston Redevelopment Authority is willing to consider using the same design team for both the brochure and sign system projects, we suggest referring also to our sign system proposal.

STANDARD FORM (SF)

254

Architect-Engineer
and Related Services
Questionnaire

1. Firm Name / Business Address: Two Twelve Associates, Inc. 596 Broadway, Suite 1212 New York, NY 10012		2. Year Present Firm Established: 1980	3. Data Prepared: 1988
1a. Submittals for <input checked="" type="checkbox"/> Parent Company <input type="checkbox"/> Branch Office		4. Type of Ownership: Corporation 4a. Minority Owned <input checked="" type="checkbox"/> yes <input type="checkbox"/> no WBE only not MBE	

5. Name of Parent Company, if any: _____ 5a. Former Firm Name(s), if any, and Year(s) Established: _____

6. Names of not more than Two Principals to Contact: Title / Telephone

- David Gibson, Principal, 212.925.6885
- Juanita Dugdale Principal, 212.925.6885

7. Present Offices: City / State / Telephone / No. Personnel Each Office

Two Twelve Associates, Inc.
New York, NY 10012
212.925.6885
8 Employees

7a. Total Personnel 8

8. Personnel by Discipline:

- ☒ Administrative
- ☐ Architects
- ☐ Chemical Engineers
- ☐ Civil Engineers
- ☐ Construction Inspectors
- ☐ Draftsman
- ☐ Ecologists
- ☐ Economists
- ☐ Electrical Engineers
- ☐ Estimators
- ☐ Geologists
- ☐ Hydrologists
- ☐ Interior Designers
- ☐ Landscape Architects
- ☐ Mechanical Engineers
- ☐ Mining Engineers
- ☐ Oceanographers
- ☐ Planners: Urban/Regional
- ☐ Sanitary Engineers
- ☐ Soils Engineers
- ☐ Specification Writers
- ☐ Structural Engineers
- ☐ Surveyors
- ☐ Transportation Engineers
- ☐ Environmental
- ☐ Graphic Designers

9. Summary of Professional Services Fees

Received: (Insert Index number)

19 87 19 86 19 85 19 84 19 83

Direct Federal contract work, including overseas

All other domestic work

All other foreign work

Firms interested in foreign work, but without such experience, check here: ☐

Summary of Professional Services Fees

INDEX

- Less than \$100,000
- \$100,000 to \$250,000
- \$250,000 to \$500,000
- \$500,000 to \$1 million
- \$1 million to \$2 million
- \$2 million to \$5 million
- \$5 million to \$10 million
- \$10 million or greater

10. Profile of Firm's Project Experience, Last 5 Years

Profile Code	Number of Projects	Total Gross Fees (In thousands)	Profile Code	Number of Projects	Total Gross Fees (In thousands)	Profile Code	Number of Projects	Total Gross Fees (In thousands)
1) 041	400	\$1,465,000	11)			21)		
2)			12)			22)		
3)			13)			23)		
4)			14)			24)		
5)			15)			25)		
6)			16)			26)		
7)			17)			27)		
8)			18)			28)		
9)			19)			29)		
10)			20)			30)		

11. Project Examples, Last 5 Years

Profile Code	"P", "C", "JV" or "IE"	Project Name and Location	Owner Name and Address	Cost of Work (In thousands)	Completion Date (Actual or Estimated)
041	P	1 Ohio University Campus Sign System Athens, Ohio	Ohio University Athens, OH 45701	\$55,000 (fee)	1988
041	C	2 Millender Center Building Sign System Detroit, Michigan	Forest City Dillon 10800 Brookpark Road Cleveland, OH 44130	\$200,000	1985
041	C	3 Central Park Zoo Exhibition Graphics and Signs New York, New York	New York Zoological Society The Arsenal, Central Park New York, NY 10021	\$400,000	1988
041	P	4 Rockefeller Center Building Directories New York, New York	Rockefeller Center Management Corp. 1230 Avenue of the Americas New York, NY 10020	\$24,000	1988
041	P	5 Sarah Lawrence College Visitor's Map Guide Bronxville, New York	Sarah Lawrence College One Meadowway Bronxville, NY 10708	\$20,000	1985
041	P	6 South Street Seaport Museum Visitor's Map Guide New York, New York	South Street Seaport Museum 207 Front Street New York, NY 10038	\$45,000	1988
041	P	7 Department of Parks and Recreation Country in the City Map Guide New York, New York	City of New York Department of Parks & Recreation The Arsenal, Central Park New York, NY 10021	\$50,000	1986

041	P	Harbor Festival '86 Statue of Liberty Street Festival New York, New York	Harbor Festival Foundation c/o South Street Seaport Museum New York, NY 10038	\$100,000	1986
041	C	9 Info Air Laguardia Airport Computerized Travel Guide New York, New York	Port Authority of NY & NJ One World Trade Center New York, NY 10048	\$35,000 (fee)	1985
041	P	10 CIGNA Computerized Employee Info Guide Hartford, Connecticut	CIGNA Corporation 2 Waterside Crossing Windsor, CT 06095	\$40,000 (fee)	1986
		11			
		12			
		13			
		14			
		15			
		16			
		17			
		18			
		19			

STANDARD
FORM (SF)

255

Architect-Engineer
Related Services
for Specific
Project

1. Project Name / Location for which Firm is Filing:

Boston Harborwalk Brochure
for Boston Redevelopment Authority
Boston Massachusetts

2a. Commerce Business
Daily Announcement
Date, if any:

NA

2b. Agency Identification
Number, if any:

NA

3. Firm (or Joint-Venture) Name & Address

Twelve Associates, Inc.
596 Broadway, Suite 1212
New York, NY 10012

3a. Name, Title & Telephone Number of Principal to Contact

Juanita Dugdale, Vice President

3b. Address of office to perform work, if different from item 3

Same as 3

4. Personnel by Discipline: (List each person only once, by primary function.)

3 Administrative

Architects

Chemical Engineers

Civil Engineers

Construction Inspectors

Draftsmen

Ecologists

Economists

Electrical Engineers

Estimators

Geologists

Hydrologists

Interior Designers

Landscape Architects

Mechanical Engineers

Mining Engineers

Oceanographers

Planners: Urban/Regional

Sanitary Engineers

Soils Engineers

Specification Writers

Structural Engineers

Surveyors

Transportation Engineers

3 Graphic Designers

2 Environmental Graphic

Designers

8 Total Personnel

5. If submittal is by JOINT-VENTURE list participating firms and outline specific areas of responsibility (including administrative, technical and financial) for each firm: (Attach SF 254 for each if not on file with Procuring Office.)

5a Has this Joint-Venture previously worked together? | | yes | | no

6. If respondent is not a joint-venture, list outside key Consultants/Associates anticipated for this project (Attach SF 254 for Consultants/Associates listed, if not already on file with the Contracting Office).

Name & Address	Specialty	Worked with Prime before (Yes or No)
Michael Folsom, Research and Editorial Services	Mr. Folsom specializes in the research of and interpretation of Boston industrial and community history.	No
George Lumb, Maritime Photography	Maritime photography specializes in location, documentary and scenic photography of nautical subjects.	Yes

7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.

<p>a. Name & Title: Tracey Cameron</p>	<p>a. Name & Title: Jose Delano</p>
<p>b. Project Assignment: Environmental Designer and Working Drawings</p>	<p>b. Project Assignment: Map illustration</p>
<p>c. Name of Firm with which associated: Two Twelve Associates, Inc.</p>	<p>c. Name of Firm with which associated: Two Twelve Associates</p>
<p>d. Years experience: With This Firm <u>3</u> With Other Firms <u>9</u></p>	<p>d. Years experience: With This Firm <u>2</u> With Other Firms <u>1</u></p>
<p>e. Education: Degree(s) / Year / Specialization Hartford School of Art, BFA, 1970, Graphic Design Yale University, MFA, 1985, Graphic Design</p>	<p>e. Education: Degree(s) / Years / Specialization S.U.N.Y. Purchase, 1983 Graphic Design BFA Yale University, 1987 Graphic Design MFA</p>
<p>f. Active Registration: Year First Registered/Discipline NA</p>	<p>f. Active Registration: Year First Registered/Discipline NA</p>

g. Other Experience and Qualifications relevant to the proposed project:

Ms. Cameron is a senior designer for environmental graphics. She was a staff designer for the Central Park Zoo signage and interpretive graphics projects. She has worked as designer and draftsman on: Church Square Signage, Millender Center Signage, Harbor Festival Graphic and Battery Park Signs. She also designs and illustrates commercial children's books.

g. Other Experience and Qualifications relevant to the proposed project:

Jose Delano has been a graphic designer with Two Twelve, providing illustration and design assistance on publication and environmental design projects. Mr. Delano worked as a staff designer at Robert Gersin Associates before joining the company. He has worked on publication design for the South Street Seaport and the map directory for Rockefeller Center in New York. Also a highly skilled technical artist, he provides inhouse technical illustration, logotype drawing, mechanical production and working drawing expertise.

7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.

<p>a. Name & Title: David Gibson, Principal</p>	<p>e. Name & Title: Juanita Dugdale, Principal</p>
<p>b. Project Assignment: Project Art Director</p>	<p>b. Project Assignment: Map and diagram consulting</p>
<p>c. Name of Firm with which associated: Two Twelve Associates, Inc.</p>	<p>c. Name of Firm with which associated: Two Twelve Associates, Inc.</p>
<p>d. Years experience: With This Firm <u>9</u> With Other Firms <u>4</u></p>	<p>d. Years experience: With This Firm <u>9</u> With Other Firms <u>3</u></p>
<p>e. Education: Degrees(s) / Year / Specialization Architecture 1968 Cornell University Course work Graphic Design 1963 Nova Scotia College BA Graphic Design 1980 Yale University MFA</p>	<p>e. Education: Degree(s) / Years / Specialization Fine Arts 1974 Wesleyan University BFA Graphic Design 1980 Yale University MFA</p>
<p>f. Active Registration: Year First Registered/Discipline NA</p>	<p>f. Active Registration: Year First Registered/Discipline NA</p>
<p>g. Other Experience and Qualifications relevant to the proposed project: Mr. Gibson supervises publication design as well as environmental graphics including exhibition, architectural signage and festival design for Two Twelve Associates. He has been graphic design project manager for Harbor Festival '86, the public land celebration of the Statue of Liberty Celebration. He was also responsible for the design and planning of environmental graphics for the new Central Park Zoo in New York City. He began his career as project director for the Ontario Ministry of National Resources as an information designer of park map guides. He is currently directing the design of the South Street Seaport Map guide for New York City.</p>	<p>g. Other Experience and Qualifications relevant to the proposed project: Ms. Dugdale manages design for publication programs, identity systems and information graphics at Two Twelve Associates. She works with major cultural clients such as the Asia Society and the New York City Department of Parks and Recreation. She has designed specialized maps and diagrams for the New York City Harbor Park, NY City natural resource parks, Sarah Lawrence College and Coney Island.</p>

8. Work by firm or joint-venture members which best illustrates current qualifications relevant to this project (list not more than 10 projects).

a. Project Name & Location	b. Nature of Firm's Responsibility	c. Project Owner's Name & Address	d. Completion Date (actual or estimated)	e. Estimated Cost (in thousands)	
				Entire Project	Work for which Firm was/is responsible
(1) South Street Seaport Visitor's Map Guide New York, NY	Project Management Graphic Design Illustration	South Street Seaport Museum 207 Front Street New York, NY 10038	2/1989	\$45,000	\$20,000
(2) New York City Harbor Park Brochure/Poster New York, NY	Design. Illustration and Printing supervision	Dept. of Parks & Recreation The Arsenal, Central Park New York, NY 10021	1985	\$35,000	\$15,000
(3) Battery Park Signage New York, NY	Analysis of site, preparation of report, design of signs	Dept. of Parks & Recreation The Arsenal, Central Park New York, NY 10012	2/89	\$17,500	\$17,500
(4) Country in the City Map/Guide	Design. Illustration, Editorial & Printing Supervision	" "	1987	\$30,000	\$15,000
(5) Sarah Lawrence Map/Guide	Design. Illustration and Printing supervision.	Sarah Lawrence College Bronxville, NY 10708	1975	\$50,000	\$18,000
(6) Harbor Festival '86 Art Direction	Design & coordination of all I.D. & info. festival graphics	Harbor Festival Foundation 207 Front Street New York, NY 10038	1986	\$125,000	\$30,000
(7) Coney Island Report	Design of report about planning & Urban Development	Dept. of Parks & Recreation The Arsenal, Central Park New York, NY 10012	1987	\$20,000	\$10,000
(8) Rockefeller Center Building Directories	Design & map art for complex directories	Rockefeller Center Management 1230 Ave of the Americas New York, NY 10020	3/89	\$44,000	\$24,000
(9) Central Park Zoo Signs & Exhibit Graphics New York, NY	Design & Production for all signs and interpretive graphics	New York Zoological Society The Arsenal, Central Park New York, NY 10021	1988	\$400,000	\$200,000
(10) Ohio University Sign System	Analysis and design Working drawings and fabrication supervision	Ohio University Athens, OH 45701	1988	\$450,000	\$55,000

9. All work by firms or joint-venture members currently being performed directly for Federal agencies.				
a. Project Name & Location	b. Nature of Firm's Responsibility	c. Agency (Responsible Office) Name & Address	d. Percent complete	e. Estimated Cost (In Thousands)
				Entire Project
All Two Twelve projects for government agencies are for State or City agencies.				Work for which firm is responsible

10. Use this space to provide any additional information or description of resources (including any computer design capabilities) supporting your firm's qualifications for the proposed project.

All Two Twelve staff members are expected to be proficient on MacIntosh computers. A great deal of our work is now produced exclusively through desktop publishing methods. We use computers for: creating publication designs, publishing reports and proposals, developing sign systems, designing computer graphics, creating databases, and for routine office purposes. We are now linked directly by modem to several typesetting services and writers as well as to certain clients. Our commitment to staying current with software development has enabled us to streamline production of our projects.

Because of our "desk capabilities", we can handle simple typesetting as an in-house service. We purchase outside services depending on the complexity and quality of typesetting required. Two Twelve also has extensive printing sources and on many occasions supervises competitive bidding. We normally select photographers, illustrators and writers according to the needs of specific clients and projects.

11. The foregoing is a statement of facts.

Signature.

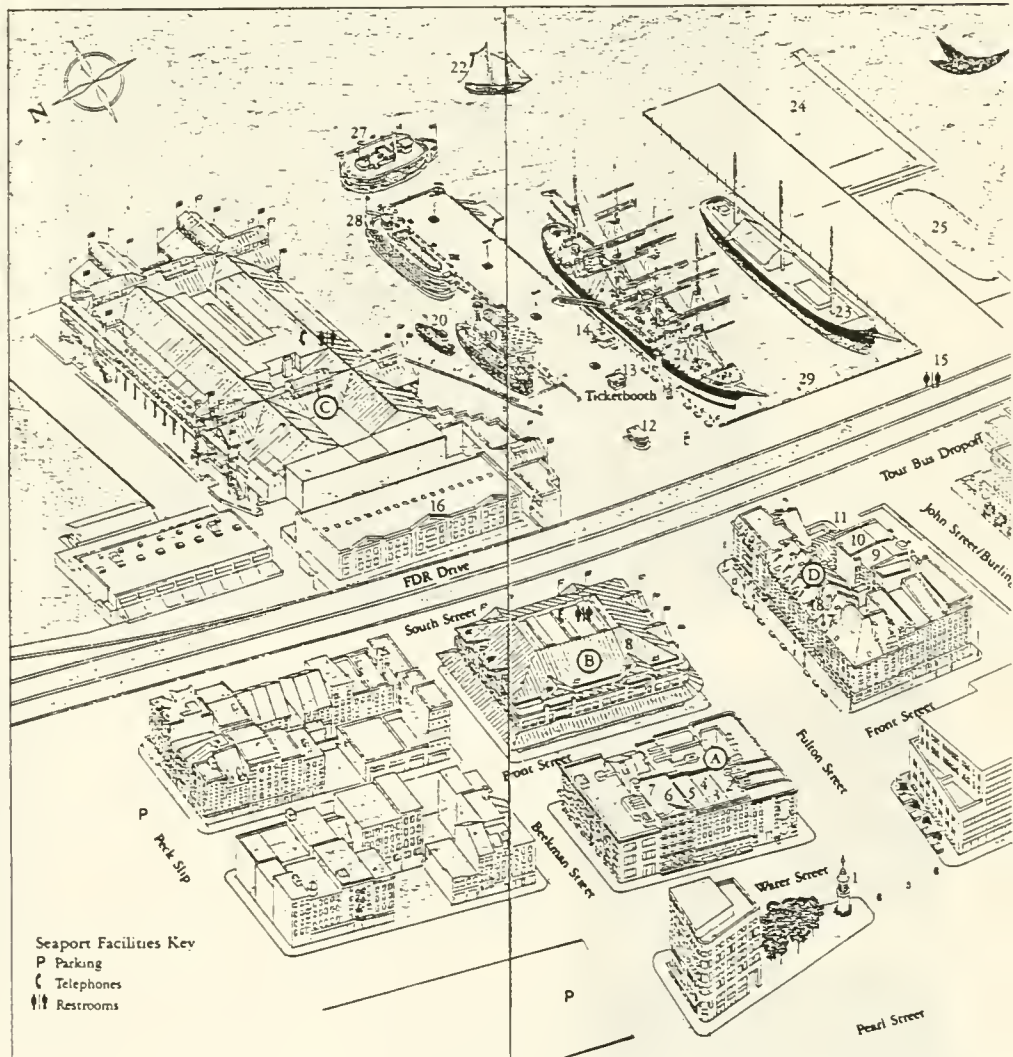
Sylvia Woodward President

Typed Name and Title

Date:
December 1989



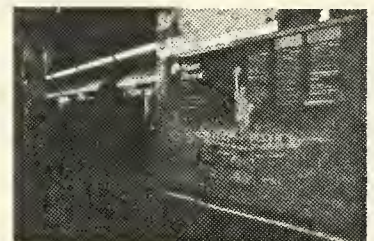
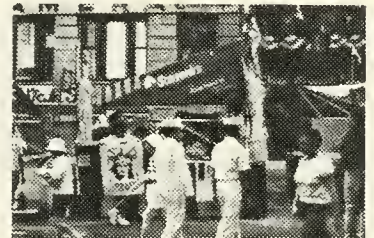
South Street Seaport Visitors' Guide



Harbor Festival '86 New York, NY

Harbor Festival '86 was the official land celebration of the Statue of Liberty Centennial. Two Twelve principal David Gibson was the graphic designer for the Festival.

The lively multi-color graphic system provided designs for all aspects of the installation on the streets of lower Manhattan, including overhead balloon decorations, banners and information posters.



Harbor Festival '86

New York, NY

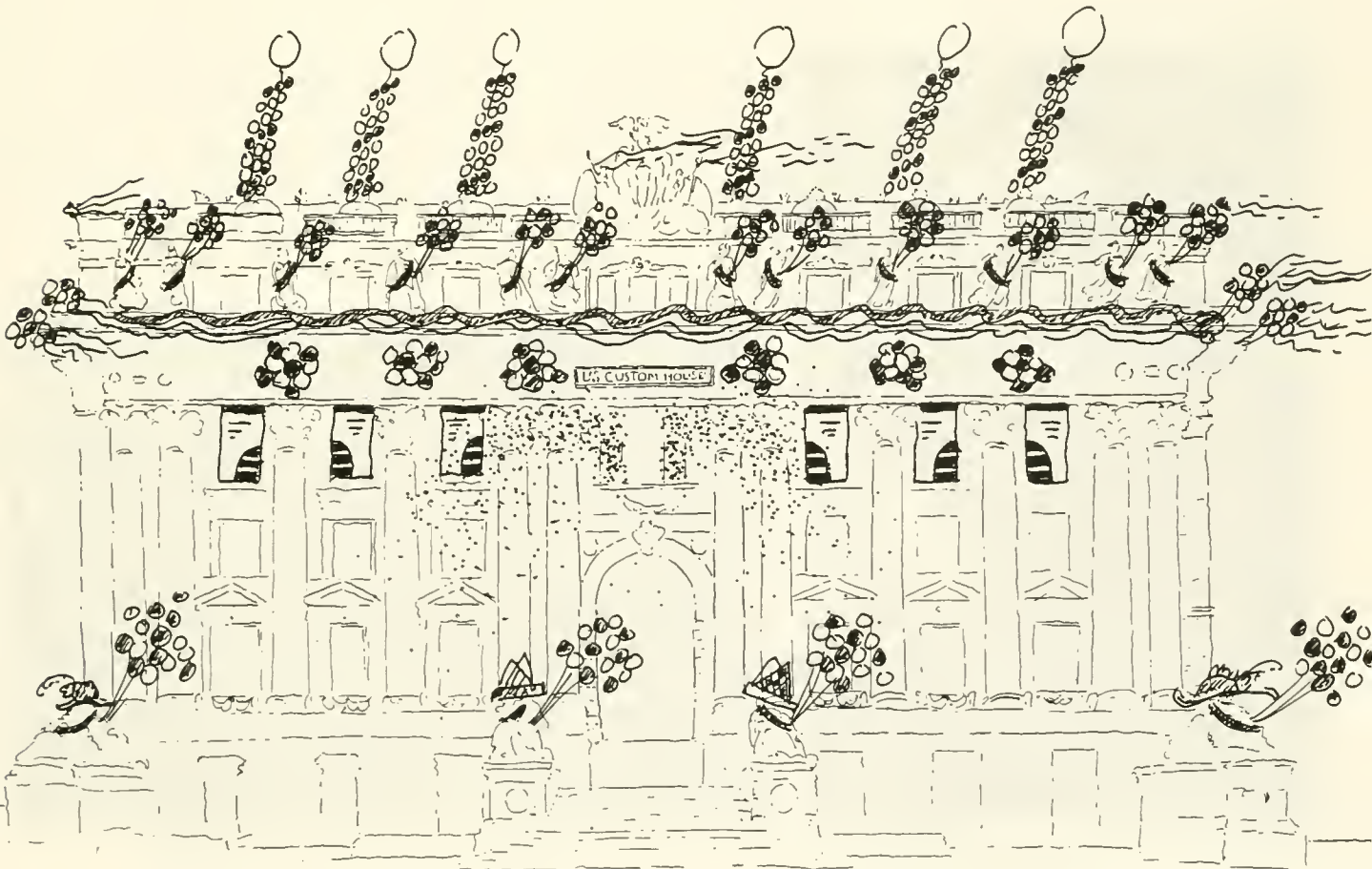
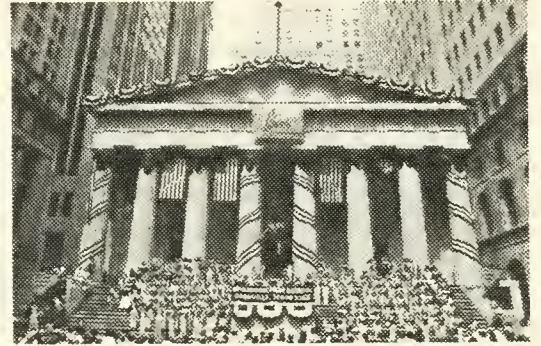
The graphic system used the American red, white and blue palette with accents of aqua, magenta and yellow. Visual motifs were stars and stripes and the existing Harbor Festival sail and Statue of Liberty logotype. Shown here are designs for banners and performance stages.



Harbor Festival '86

New York, NY

Two Twelve created building decorations as part of the graphic design of the Festival. Shown here are the completed designs for Federal Hall, draped in traditional American bunting as a backdrop for performances by American High School bands; and the concept drawing for the decorations of the U.S. Custom's House as a large birthday cake.



Two Twelve Associates Inc.

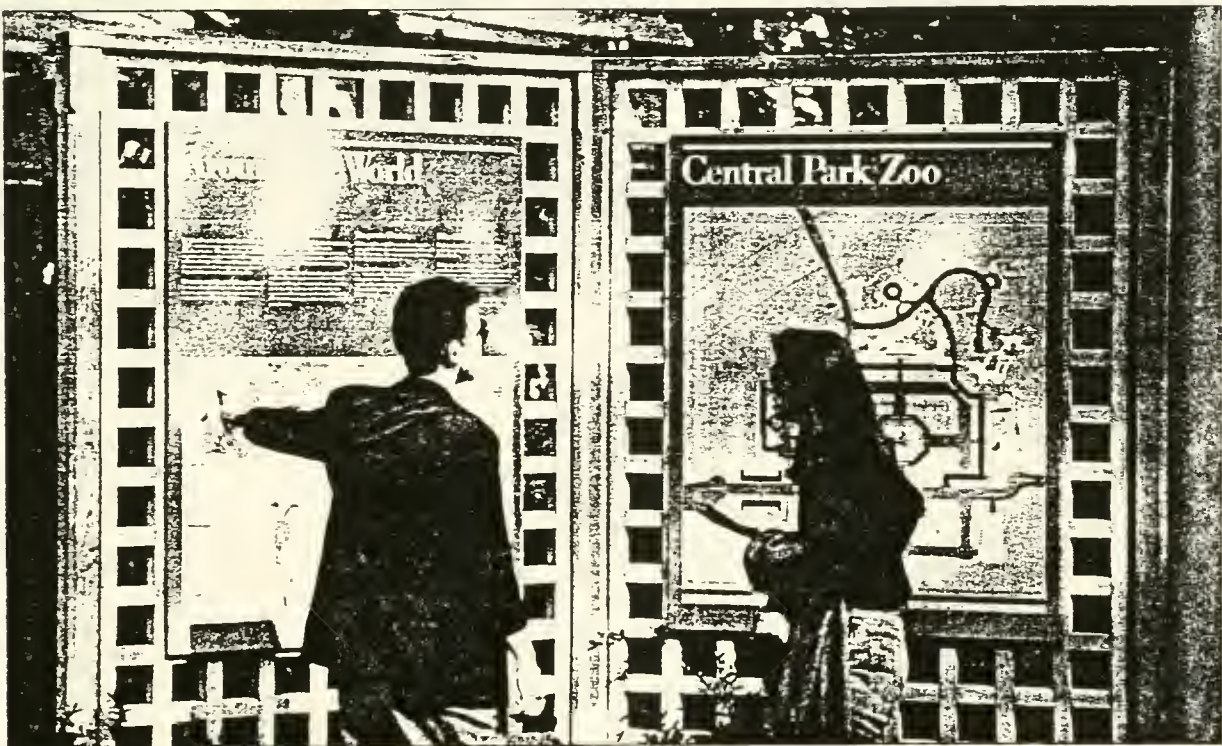
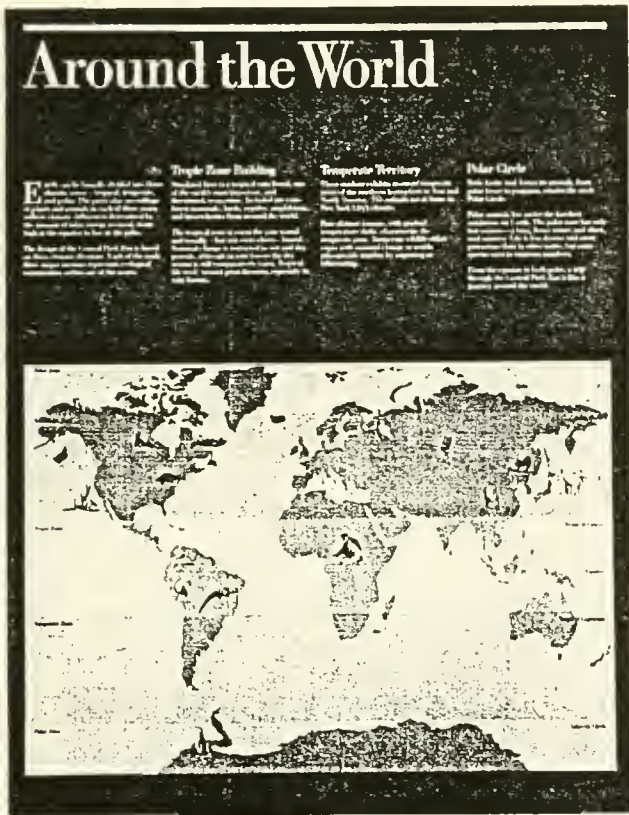
Harbor Festival '86

New York, NY

Shown here is the design of the official Harbor Festival '86 button and some of the vendor tents with their distinctive Two Twelve designs for the identifying panel. These booths lined the streets of lower Manhattan with a decorative display of blue, aqua, magenta and white environmental graphics.



Central Park Zoo New York, NY



Two Twelve Associates, Inc.

Central Park Zoo New York, NY



Two Twelve Associates Inc.

The Tons of Type Exhibition New Haven, CT

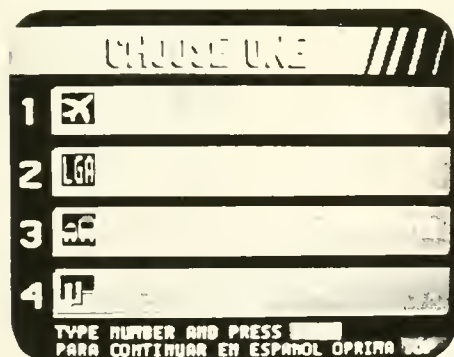


This exhibition was designed for the Yale University Art Gallery to display a rare collection of 18th and 19th century broadsides and related printing industry materials. David Gibson of Two Twelve curated the show, designed the exhibit installation, and prepared the catalog.

Computer Graphics Public Access Videotex

Two Twelve completed the design of a new computerized travelers' information system for La Guardia Airport in New York City. This project included supervising the visual translation of airport information and creating NAPLPS computer graphics. A contemporary graphic style, extensive use of color coding and symbols were used to ensure that this service was visually appealing and efficiently presented. All symbols used in this system are versions of those already accepted as international standards.

The three guides, Airline, Terminal and Ground Transportation are designed to aid the traveler by making information about the different airport services easily and quickly accessible.



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